



**JAGUAR LAND ROVER REPORTS OCTOBER RETAIL SALES
AS RECOVERY IN CHINA CONTINUES,
DEMAND FOR NEW EVOQUE REMAINS STRONG**

Whitley, UK, 11 November 2019 – Jaguar Land Rover retail sales in October 2019 were 41,866 vehicles, down 5.5% compared to October 2018.

Sales continued to recover in China (up 16.2% year-on-year), the fourth consecutive month of double-digit sales growth in the region. UK sales were down 18.7% for the month, bringing the year-to-date figure to 4.2% down, which is in line with industry trends. Sales were relatively flat (-0.3%) in North America and down in Europe (-7.9%) and Overseas (-10.8%).

Sales of our latest models continued to grow, with the new Range Rover Evoque up 31.4%, the Jaguar I-PACE up 9.1%, and the refreshed Land Rover Discovery Sport up 3.4% year-on-year. Sales of the Range Rover Sport also grew 7.2%.

Land Rover retail sales in October 2019 were 31,260 vehicles, up 2.4% year-on-year, and Jaguar retails were 10,606 vehicles, down 22.9% year-on-year.

Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said:

“The automotive trading environment remains challenging globally. Against this background, it is all the more encouraging to see our China turnaround strategy and work with the local retailer network generating positive results as sales have improved in China for the fourth consecutive month.”

“Land Rover year-on-year global growth continues, with the latest generation of our ever-popular luxury compact Range Rover Evoque now available in all regions. Sales of the comprehensively updated best-selling Land Rover Discovery Sport are ramping up well. The Range Rover Sport, which combines dynamic on-road handling, luxurious refinement and trademark Land Rover all-terrain capability, also remains a key performer, with particularly strong sales in North America and China.”

“For Jaguar, the recently-updated Jaguar XE continues to receive critical acclaim and we are seeing an ongoing strong response to our award-winning I-PACE, the all-electric performance SUV that puts Jaguar at the forefront of the electric vehicle revolution.”

Jaguar Land Rover retail sales for Fiscal 2019/20 year to date (April to October 2019) were 299,434, down 6.3% compared to the same period last year.

Sales data summary



	October 2019		FY20 year to date Apr-Oct 2019	
	Units	YoY % change	Units	YoY % change
Jaguar Land Rover	41,866	(5.5)%	299,434	(6.3)%
Jaguar	10,606	(22.9)%	87,469	(12.4)%
Land Rover	31,260	2.4%	211,965	(3.6)%

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About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2018 Jaguar Land Rover sold 592,708 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. We have seven technology hubs, in the UK these are based in Manchester, Warwick (NAIC) and London. Globally these are located in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

We have a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and petrol engines. From 2020 all new Jaguar and Land Rover vehicle models offer the option of electrification, giving our customers even more choice.

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